1.
To pass this practice quiz, you must receive 100%, or 1 out of 1 point, by completing the activity below. You can learn more about the graded and practice items in the
<u>Course Overview.</u>⤢

Activity Overview

In this activity, you will create a six-slide presentation to convey the results of a customer survey through data visualization.

Remember that a good presentation doesn't just summarize raw data. It analyzes the data for key takeaways and tells a story that explains their impact on your project. Telling a clear story makes your presentation informative, engaging, and memorable.

Be sure to complete this activity before moving on. The next course item will provide you with a completed exemplar to compare to your own work. You will not be able to access the exemplar until you have completed this activity.

Scenario

Review the scenario below. Then complete the step-by-step instructions.

Plant Pals recently shipped test batches of plants to customers in advance of the formal service launch. To gauge customer satisfaction with the product and the service, your team surveyed 50 customers over a period of four weeks. After two weeks, the survey revealed three major issues concerning product quality, delivery timelines, and customer support. This feedback helped you make improvements to later test shipments.

Now that you have the full survey results, you're preparing a presentation to communicate key insights to your core team. Since the feedback is a direct response to the team's efforts, you want to make sure they understand what the results mean. The presentation will help you decide on next steps for your support model and delivery protocols for the official launch.

The survey uncovered four interesting data points regarding support and delivery that you want to bring to your team:

Data point 1: For the yes or no question, *"Did your shipment arrive on time?,"* the percentage of customers who answered "yes" breaks down as follows:

Week 1	78%
Week 2	80%
Week 3	86%
Week 4	90%

Data point 2: For the multiple choice question, *"What is your preferred time of day to receive a shipment from Plant Pals?,"* the responses break down as follows:

Before 9 AM	50%
9 AM - 12 PM	30%
12 PM - 4 PM	10%
4 PM - 7 PM	5%
After 7 PM	5%

Data point 3: For the scaled question, *"On a scale of 1 to 5, with 1 being the lowest and 5 being the highest, how satisfied are you with customer support?,"* the average scores were:

Week 1	2.3
Week 2	2.5
Week 3	4
Week 4	4.6

Data point 4: For the free response question, *"In general, how do you suggest we improve our customer support?,"* the answers break down as follows:

41%	Offer live chat support
30%	Share more step-by-step guides and tutorials

19%   Extend support hours

10%   Other

When analyzing these data points, keep in mind the milestones you set and the issues you encountered. Remember that your team did the following after the first two weeks of survey results:

Fixed a software issue that resulted in the customer relations team receiving only 30% of requests and complaints

Hired more delivery drivers and reassessed delivery routes with the goal of bringing the on-time delivery rate from 80% to 95%

Sent customers an e-newsletter with a tutorial on caring for their plants

Step-By-Step Instructions

Step 1: Access the template

To use the template for this course item, click the link below and select "Use Template."

Link to template: Presentation↗

OR

If you don't have a Google account, you can download the template directly from the attachment below.

📎 Activity Template_ Presentation
PPTX File

Step 2: Summarize the survey

In the text box on Slide 1, write a short description of the customer survey. Be sure to include the goal of the survey, the timeline, and the number of customers who participated. This should be a high-level overview, so you don't need to go into too much detail.

Step 3: Pick a data visualization

Think about what kind of information the data point provides. Then consider what type of chart or graph conveys those findings most clearly. Select from the following visualization models:

Bar or column chart: Best for comparing two or more values

Pie chart: Best for demonstrating composition

Line graph: Best for analyzing trends and behaviors over time

Check out the reading on *Different ways to visualize data*↗ for more information on each option.

Step 4: Visualize the first data point

Once you've decided which model to use, create your bar graph, pie chart, or line graph and insert it into the next slide. You can create your visualizations in a couple of different ways:

From Google Slides or PowerPoint:

. Go to *Insert* and select *Chart*. Then select *Bar*, *Column*, *Line*, or *Pie* from the options.

. If using Sheets, select the chart and a dropdown arrow will appear in the upper-right corner. Click the arrow and select *Open source* to open a spreadsheet. If using PowerPoint, an Excel spreadsheet will open automatically.

. To modify the chart's data, delete the placeholder information from the spreadsheet and enter the data from one of the tables above.

. If you'd like, you can also change the layout, colors, and labels. In Sheets, select *Edit chart* by clicking the three dots in the upper-right corner of the chart. In PowerPoint, adjust the chart using the toolbar at the top of the screen.

. Finally, to reflect changes made in Sheets in your presentation, go to Slides to select the chart. Then click *Update* in the upper-right corner. Changes made in PowerPoint will display automatically.

For more information about creating charts in Google Slides, visit this resource⬈. To learn more about creating charts in PowerPoint, check out
these step-by-step instructions⬈.

Note: You can also create charts starting from Google Sheets by visiting this resource⬈.

If you prefer to use Excel, check out this video⬈.

Step 5: Determine key takeaways and action items

Now that you've created your visualization, consider what the chart or graph communicates about the data point. Perhaps it clarifies a trend or reveals a percentage to be larger than it seemed. Compare this data to the list of project milestones and mitigated issues from the scenario. Then write action items and key takeaways from your analysis at the bottom of the slide.

For example, imagine that one of your survey questions asked, "Was your order what you expected?," and only 60% of respondents answered "yes." A related action item might be, "review website photos and descriptions for accuracy."

Step 6: Visualize the remaining data points

Repeat Steps 3-5 for the remaining data points. When you are finished, you should have a six-slide presentation of your findings and action items.

Step 7: Write a conclusion

A strong presentation should conclude by tying together the main points and addressing next steps. Write a few sentences or bullet points outlining the issues the team resolved successfully and recommendations for further improvement.

Step 8: Save your presentation

Save your completed presentation to your computer or Google Drive. You'll need it again later in the course.

What to Include in Your Response

Be sure to address the following criteria in your completed presentation:

A summary slide

Four data point visualization slides with key takeaways and action items

A conclusion slide that outlines next steps